



Denver Union Station Project Authority

c/o Trammell Crow Company
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Denver Union Station Project Authority 2011 Work Plan and Budget

Authority Operations

- Complete 2010 Audit
- Complete 2011 Finance Plan for DOT
- Complete Monthly Financials
- Conduct Monthly Board Meetings
- Conduct Monthly Finance Committee Meetings
- Conduct Weekly Change Control Team Meetings
- Implement Public Involvement Plan
- Assure Compliance with OCIP and Deliver Annual Evidence of Insurance and Compliance Statement to Trustees
- Perform Community Outreach and Public Relations Efforts as Required
- Coordinate Loan and Grant Compliance Efforts
- Oversee USNC Development Agreement

Design & Construction Operations

- Attend weekly Owner, Architect and Contractor (OAC) Meetings
- Review and approve architectural drawings, specifications and bid packages
- Review and process monthly Contractor Payment Applications
- Prepare and submit Disbursement Requisitions to all Funding Agencies
- Submit Monthly Owner's Reports to Board and Funding Agencies
- Manage Amtrak move to Temporary Station
- Manage LRT Cutover to CML Alignment
- Monitor Project Schedules
- Monitor Compliance with DBE Program
- Manage Use of Owner's Contingency
- Monitor Contractor's Contingency
- Review and Approve Recommended Subcontractors
- Disburse Retainage (except Final Retainage)

This Work Plan is intended only to summarize material contractual obligations and other objectives of the Authority for the 2011 calendar year. It is not intended to interpret or affect in any way the Authority's obligation to comply with applicable contractual or other legal requirements or to impose additional requirements not otherwise applicable.

APPROVED: December , 2010

**DENVER UNION STATION PROJECT AUTHORITY
PUBLIC INVOLVEMENT CONSULTANT
2011 SCOPE OF WORK**

This Scope of Work is an estimation of labor and services that will be necessary for implementation of the 2011 Denver Union Station Project Authority (DUSPA) Public Involvement Program.

The work plan assumes the following:

1. The completion of public space design efforts and associated public meetings.
2. Major project milestones and required public outreach/notification efforts during the year: Amtrak relocation, HOV closure and impact on LoDo streets, DUS parking demolition and potential impacts to adjacent businesses, historic tunnel closure/demolition and LRT cut over to CML.
3. Increased focus on web-based and electronic communication methods.
4. Continuation of popular public walking tours.
5. No change in consultant staff labor rates for 2011.
6. DBE/SBE participation anticipated to be 44% (including Two Hundred).

The re-launched DUSPA Web site has become an integral part of DUSPA's public involvement efforts and will continue to be the primary vehicle for communicating progress to the public. As such, resources for 2011 will be reallocated accordingly.

TASK 1: Public Affairs

TASKS	
1.1	Coordinate all public information-related staffing, tasks and activities with Owner's Representative.
1.2	Provide monthly progress report of PI activities to Owner's Representative.
1.3	Attend DUSPA Board meetings as needed
1.4	Attend other project meetings as needed
1.5	Develop DUS project-related key messages and revise as needed
1.6	Develop fact sheets on project progress and emerging issues
1.7	Coordinate media responses in accordance with established media guidelines and protocol; provide crisis communications training as needed.
1.8	Establish regular proactive communications with local media, including Spanish-language media; provide background materials to reporters, editors and editorial boards; coordinate and assist with reporter and editorial briefings as needed.
1.9	Write and distribute DUS project-related news releases and media advisories; review construction-related news releases and media advisories.

Deliverables:

- | | |
|--|---------------------------------------|
| 1. Monthly progress reports | 4. News releases and media advisories |
| 2. Project key messages | |
| 3. Project Fact Sheets (English and Spanish) | |

Note: All deliverables become the property of DUSPA

TASK 2: Public Outreach

TASKS	
2.1	Maintain project Web site, including Spanish-language materials as appropriate; utilize social media tools to build and maintain communication with the community.
2.2	Develop and distribute e-mail communications as needed.
2.3	Coordinate with Owner's Representative regarding public inquiries and requests.
2.4	Assist with public meetings, including scheduling, logistics and notifications; prepare and distribute meeting notifications/updates via email as needed.
2.5	Draft and send updates about project activities, progress and milestones; use a variety of communications methods to keep all stakeholders informed and engaged.
2.6	Prepare and distribute monthly e-newsletter to opt-in list.
2.7	Provide Spanish translation services for public meetings and events and provide Spanish translation of collateral materials as needed.
2.8	Coordinate and schedule general outreach and project-related presentations; receive requests, schedule appropriate presenters, prepare handouts and presentation materials; deliver presentations/project updates as needed.
2.9	Provide collateral graphic design services as requested.
2.10	Coordinate monthly (May to September) public project walking tours.
2.11	Other public outreach efforts as directed by Owner's Representative.
2.12	Monitor RTD, city council, county commission and partner agency policy board agenda; attend meetings as necessary.
2.13	Attend and coordinate public meetings/events as needed.
2.14	Organize and coordinate public events/announcements to commemorate major project milestones.
2.15	Develop and implement communication work plans for major project milestones.

Deliverables:

1. Stakeholder database
2. Project email updates
3. Monthly e-newsletter
4. Presentation/tour database
5. Monthly public walking tours (May-Sept); other tours as requested
6. Communication Work Plans

Note: All deliverables become the property of DUSPA

**2011 DUSPA PUBLIC INVOLVEMENT
CONSULTANT CONTRACT COST PROPOSAL**

TOTAL HOURS	CONSULTANTS	HOURLY RATES (Fully Loaded)	2011 BUDGET	2009-2010 (Estimate)
240	CRL Associates, Inc.	\$200.00	\$48,000.00	\$84,699.00
180	Two Hundred* ¹	\$120.00	\$21,600.00	\$0.00
72	Zann and Associates*	\$150.00	\$10,800.00	\$5,650.00
24	Carnes Creative*	\$90.00	\$2,160.00	\$2,760.00
10	Spanish Independent Media*	\$200.00	\$2,000.00	\$1,500.00
526	TOTAL LABOR COSTS		\$84,560.00	\$93,109.00
	OUTSIDE SERVICES, MATERIALS AND ADMINISTRATIVE OVERHEAD			
	Printing		\$1,000.00	\$1,000.00
	Website hosting; Constant Contact fees		\$700.00	\$691.00
	Outside Services		\$1,500.00	\$1,640.00
	Administrative Overhead		\$600.00	\$700.00
	TOTAL MATERIALS AND SERVICES		\$3,800.00	\$4,031.00
	2011 PIC COST PROPOSAL		\$88,360.00	\$97,140.00

*DBE/SBE Subconsultant

¹ Two Hundred Website design and maintenance services originally included in CRL Associates proposal; moved to Kiewit contract during 2009-2010. Ongoing Website maintenance to be included in CRL Associates contract for 2011.